

## Vivid Event Group enters next phase of growth with new brand identity

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Brighton-based event management agency Vivid Event Group, has launched a new brand identity and website to take it into the next phase of business growth.

The new identity reflects Vivid's continued development of its brand engagement offer.

Says Charlie Hepburn (pictured), Vivid's managing

director: "The industry has changed massively over the last few years. Clients now expect a lot more than just event management. They're looking for a much deeper connection with their clients and employees. Brand engagement lies firmly at the heart of everything we do and you can see this in our new brand collateral."

Vivid's new identity has been implemented across the company's digital platform as well as all print communications. Vivid's new blog will also regularly feature the company's thoughts on industry hot topics as well as publicise recent work and internal news.

Vivid Event Group has grown by 421 per cent in turnover over the last four years with delegate attendance up by 349 per cent. The company now employs 12 people, and last year, moved into new premises to accommodate its growing team.